

295654-2026 - Competition

Latvia – Advertising services – Reklāmas izvietojšanas pakalpojumi

OJ S 83/2026 29/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Latvijas Universitāte

Email: iepirkums@lu.lv

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Reklāmas izvietojšanas pakalpojumi

Description: Reklāmas izvietojšanas pakalpojumi

Procedure identifier: a3d6cf8e-1dc5-45e7-8629-0774767734aa

Internal identifier: LU2026/39

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Reklāmas izvietojšanas pakalpojumi

Description: Reklāmas izvietojšanas pakalpojumi

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (LVZZZ)

Country: Latvia

5.1.3. Estimated duration

Duration: 36 Months

5.1.4. **Renewal**

Maximum renewals: 1

Other information about renewals: Ja pēc 36 (trīsdesmit sešiem) mēnešiem kopējā pasūtījumu summa nav sasniegusi Nolikuma 1.9.punktā noteikto paredzamo līgumcenu, Līgumu var pagarināt līdz paredzamās līgumcenas sasniegšanai, nepārsniedzot PIL 60.panta ceturtajā daļā noteikto termiņu.

5.1.5. **Value**

Estimated value excluding VAT: 700 000,00 EUR

5.1.6. **General information**

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Information about previous notices:

Identifier of the previous notice: 1b38e417-13fb-4c2c-8a96-2d4104a2db95-01

5.1.9. **Selection criteria**

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. **Award criteria**

Criterion:

Type: Cost

Name: "A" kritērijs

Description: Cena par Reklāmu internetā (Tehniskā-finanšu piedāvājuma D1)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Cost

Name: "B" kritērijs

Description: Cena par Reklāmu sociālajos medijos, lietotnēs, meklētājprogrammās (Tehniskā-finanšu piedāvājuma D2)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

Criterion:

Type: Cost

Name: "C" kritērijs

Description: Cena par Reklāmu radio (Tehniskā-finanšu piedāvājuma D3)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Cost

Name: "D" kritērijs

Description: Cena par Reklāmu presē (Tehniskā-finanšu piedāvājuma D4)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

Criterion:

Type: Cost

Name: "E" kritērijs

Description: Cena par Reklāmu televīzijā (Tehniskā-finanšu piedāvājuma D5)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Cost

Name: "F" kritērijs

Description: Cena par Vides reklāmu (Tehniskā-finanšu piedāvājuma D6)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

5.1.11. Procurement documents

Address of the procurement documents: <https://www.eis.gov.lv/EKEIS/Supplier/Procurement/171749>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.eis.gov.lv/EKEIS/Supplier/Procurement/171749>

Languages in which tenders or requests to participate may be submitted: Latvian

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 13/05/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 13/05/2026 13:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Elektronisko iepirkumu sistēma

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Saskaņā ar iepirkuma tehnisko specifikāciju un iepirkuma līguma projektu

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: Saskaņā ar iepirkuma līguma projektu

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Iepirkumu uzraudzības birojs

Information about review deadlines: Iesniedzams iepirkumu uzraudzības birojam, līdz 06/05/2026

Organisation providing additional information about the procurement procedure: Latvijas Universitāte

8. Organisations

8.1. ORG-0001

Official name: Latvijas Universitāte

Registration number: 90000076669

Postal address: Raiņa bulvāris 19

Town: Rīga

Postcode: LV-1050

Country subdivision (NUTS): Rīga (LV006)

Country: Latvia

Contact point: Juridiskā departamenta Dokumentu pārvaldības nodaļa, 136. telpa

Email: iepirkums@lu.lv

Telephone: +37167034777

Internet address: <https://www.lu.lv>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Iepirkumu uzraudzības birojs

Registration number: 90001263305

Postal address: Smilšu iela 1

Town: Rīga

Postcode: LV-1919

Country subdivision (NUTS): Rīga (LV006)

Country: Latvia

Contact point: Juridiskais departaments

Email: pasts@iub.gov.lv

Telephone: +37122416641

Internet address: <https://www.iub.gov.lv>

Information exchange endpoint (URL): <https://www.eis.gov.lv/EKEIS/Supplier/Organizer/472>

Roles of this organisation:

Review organisation

Notice information

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